

Doctor Reisa's role as A Brand Ambassador for Dettol

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Abstract. This journal measure effectiveness Doctor Reisa's role as Brand Ambassador for Dettol. Measurement is done with survey to consumer based on consumer behavior and also based on theory of Brand Ambassador. This research created several conclusion based on analysis to consumer of Dettol. The object of this research is Dettol, a brand name which is an antiseptic liquid disinfectant manufactured by Reckitt Benckiser, one of the most popular healthcare products in the world and Doctor Reisa, an Indonesian doctor, actress, model, and presenter, also Head of Communications for the Task Force for the Acceleration of Handling COVID-19 in Indonesia. Doctor Reisa represent a work-mom with child and a credibility source. The measurement results can be consideration for choosing the right Brand Ambassador.

Keyword. brand ambassador; dettol; credibility source

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INTRODUCTION

Over time, the trends and forces of this century led to new strategies and practices. Business strategy and practices have a fast phase, so the old strategies and practices can change easily according to patterns in consumer behavior. It means they have to understand and keep up with consumer behavior. In accord with Schiffman & Wisenblit (2015:2), "Consumer behavior is the study of consumers actions from seeking for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". Consumer behavior describes how marketers influence, how they communicate and deliver products that add value to their customers and society and how individuals decide to use the resources available to their products or services. Kotler & Keller (2008:172) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Besides attempting to better understand consumer buying behavior, companies are also engaged in promotional activities and advertising to influence consumers' purchasing decisions. Nevertheless, by engaging in this type of activity, they must take into account other external factors such as the country's general economic condition, technology, national culture, and politics, all that are dependent of on the will of businesses and consumers, Lancaster et al (2002). Besides the external factors, they also have to analyze the internal factors which affects consumer behavior. One of the factors that affects consumer behavior is social influence.

Social influence can include a customer's friends, family, community from work or school, or groups they are associated with such as a local church or interest group. Also, it can include the trendsetter or the idol. This trendsetter is often used to become a Brand Ambassador to attract consumers to buy the products it sells. The use of celebrities is inseparable from the achievements of the celebrities themselves. Usually, a company always

chooses celebrities who are popular or become public idols because of their achievements or because of the idol's behavior in their field of expertise.

Choosing a Brand Ambassador is a big decision and should have a basis. Because using Brand Ambassador as a marketing tool, it will cost you a lot of money and effort. So, the selection of Brand Ambassadors must be right. The selection of the right celebrity will increase the product brand according to the celebrity which will influence consumers to believe in the product it represents. According to Philip Kotler in Royan in his book *Marketing Celebrities*, states that, A celebrity is very influential because it has credibility that is supported by factors of expertise, nature, trustworthiness, and liking. As Dettol did to Doctor Reisa to be Brand Ambassador of Dettol. Doctor Reisa is an Indonesian doctor, actress, model, and presenter. She represented the DI Yogyakarta province at the Miss Indonesia 2011 pageant and was named the 2010 Miss Indonesia Environment. Doctor Reisa represented Indonesia at the Miss International 2011 event in China. Since 2020, she has served as Head of Communications for the Task Force for the Acceleration of Handling COVID-19 in Indonesia. Doctor Reisa become more popular from the Task Force for the Acceleration of Handling COVID-19 in Indonesia.

Dettol is a brand name that is an antiseptic aqua disinfectant manufactured by Reckitt Benckiser and one of the most famous healthcare products in the world. The form of antiseptic aqua or liquid is have a color bright yellow and change milky white when contaminated in water. Dettol products in the form of soap, hand sanitizer, Dettol liquid, Dettol antiseptic liquid and Dettol hand sanitizer so people usually buy Dettol from any store that sells health. Doctor Reisa has been a Dettol Brand Ambassador since 2018, this mutualism collaboration has lasted until now. Doctor Reisa is a mother, as well as a worker in the health sector, which made Dettol choose her as a Brand Ambassador. The role of Doctor Reisa who became Dettol's mother, helped Dettol in increasing the credibility of its brand.

Doctor Reisa's credibility has increased in the eyes of consumers since becoming Head of Communications for the Task Force for the Acceleration of Handling COVID-19 in Indonesia. Likewise with Dettol's increased credibility to kill germs and avoid the Covid-19 virus. In addition to her credibility, Doctor Reisa also represents a mother with advertisements with a home background. This is what attracts Dettol's target market, namely a mother with a child at home aged 20 - 45 years. Functionally, Dettol has been trusted by consumers because of the credibility of Doctor Reisa. This consideration was carried out because Doctor Reisa has a mother, expert, and confident figure to represent Dettol's target audience. In addition, Dettol also cooperates with Dian Sastrowardoyo to increase brand love from consumers. So, this journal will do a research about Doctor Reisa's role as a Dettol Brand Ambassador.

According to (Shimp, 2010) brand ambassadors are people who support a brand from varied famous celebrity or public figures. The utilization of brand ambassadors is implemented by companies to affect or influence consumers It is done on purpose that consumers are attracted to using the product, mainly because the company selected a well-known celebrity that is usually based on imaging. (Royan, 2004)

The use of brand ambassadors is currently one of the mainstay marketing strategies for companies to continue to grow and compete. Usually companies choose celebrities, expertise in their fields, as well as mascots and certain characters (such as famous cartoons) that they feel can attract consumers' hearts as their brand ambassadors. Kotler and Armstrong (2014), stated that brand ambassadors are individuals who disseminate information about the products of a company.

Doctor Reisa collaborate with Dettol in term of increasing Dettol's credibility from the role of her, an expert and a mom. She represents a credibility source to Dettol's product, in line with Sternthal, Phillips, & Dholakia, interpretation of source credibility effects serve a base for knowing the process where credibility mediates social influence; this allows the awareness of credibility effects in positions beyond those explicitly considered in the literature.

Brand ambassadors are icons of culture or identity, where they act as marketing tools representing the achievement of individualism and human glory as well as the consumption and commercialization of products. Turner, Bonner & Marshall (2012:13) mention "Increasingly", celebrities are needed to earn on a several amount of cultural activity as among the obligations which come with their visibility. According to Lea-Greenwood (2012:88), Brand ambassadors are tools used by companies to communicate and connect with the public, about how they actually increase sales. In her book, Fashion Marketing Communication (2013) states that Brand Ambassador affects consumer behavior because of 5 indicators, (1) Transference, a brand endorses a celebrity that relate to their profession. Then, transference suggests that certain celebrity skills can feel "work out" on customers if they buy and use the brand; (2) Congruence, ensuring that between the brand and the celebrity, there is a perfect match. This is the main concept to represent a brand; (3) Credibility, the extent to which consumers believe an ambassador source has relevant expertise, knowledge or experience and the source can reliable to which the ambassador can provide unbiased and unique information; (4) Attractiveness, a non-physical display that attractive and can give a product or advertisement benefitsl (5) Power, attractiveness of resource personnel that influence consumers, so that influential consumers can purchase or use their products.

A brand ambassador is determined by the company with the consideration that they are well-known people who have their respective expertise according to the product they represent. According to Royan (2004, p. 156) there are four roles of brand ambassadors, namely: (1) Give testimonials, the role in giving testimony about the quality and benefits of the product or brand represented; (2) Provide encouragement and reinforcement (endorsement). Sometimes, celebrities are invited to star in product advertisements for which they have no personal expertise in the field; (3) Act like an actor in the advertising topic it represents. The role of promoting a product or brand is related to the role he is currently starring in a certain broadcast program: (4) Act as a spokesperson for the company. Brand ambassadors within a certain period of time can be included in the spokesperson role group representing the company. The appearance of the brand ambassador will be associated with the brand or product being represented

According to the book Fashion Design Marketing, the benefits of having a Brand Ambassador are: Press coverage, Changing perception of the brand, Attracting new customers and Freshening up an existing campaign

METHOD

Research design is a series of procedures and methods used to analyze and collect data, in this study survey research was conducted. This means that research is done on large or small populations, but the data being studied is data from samples taken from a certain population, to explore the relative acts, placement and association between the study of social variables study and psychology. In the survey, information is collected from the respondents through a questionnaire. Thus, survey research can be interpreted as a

systematic effort to reveal a phenomenon by taking samples from one population and using questionnaires as a data collection tool (Effendi, 2012)

This research is a quantitative descriptive analysis research and survey with primary and secondary research data. Primary data sources were obtained from questionnaires addressed to the research sample. Secondary data sources were obtained from in-depth interviews with Dettol and previous studies, e-books, and literature related to this research.

Population is a generalized field that is made up of subjects or objects with certain qualities, characteristics identified by researchers to study and then draw conclusions. (Sugiyono, 2010). In this study, the population is women aged 18-50 years in Jabodetabek who used health products daily. Size of study population cannot be determined (unidentified), so the researcher will take a sample. To find the sample size with iteration calculations, at least two iterative calculations are carried out until you can find a value with the same unit number. If it is not the same, it is necessary to do a third iteration with a formula like the second one. In this study, $\alpha = 0.05$ and $\beta = 0.95$ and $\rho = 0.30$. In the normal distribution table, $Z_{1-\alpha} = 1.645$ and $Z_{1-\beta} = 1.645$.

The formula used in the first iteration is:

$$n = \frac{(Z_{1-\alpha}) + (Z_{1-\beta})^2}{(U\rho)^2} + 3$$

Whereas

$$U\rho = \frac{1}{2} \text{Ln} \left[\frac{1+\rho}{1-\rho} \right]$$

Then in the second iteration formula is used:

$$n = \frac{(Z_{1-\alpha}) + (Z_{1-\beta})^2}{(U\rho)^2} + 3$$

Whereas

$$U\rho = \frac{1}{2} \text{Ln} \left[\frac{1+\rho}{1-\rho} \right] + \left[\frac{\rho}{2(n-1)} \right]$$

1) Calculating $U\rho$

$$\begin{aligned} U\rho &= \frac{1}{2} \text{Ln} \left[\frac{1+\rho}{1-\rho} \right] \\ &= \frac{1}{2} \text{Ln} \left[\frac{1+0,3}{1-0,3} \right] \\ &= 0.309519604 \end{aligned}$$

So,

$$\begin{aligned} n &= \frac{(Z_{1-\alpha}) + (Z_{1-\beta})^2}{(U\rho)^2} + 3 \\ &= \frac{(1.645) + (1.645)^2}{(0.309519604)^2} + 3 \\ &= 115.9836173 \approx 116 \end{aligned}$$

2) Calculating $U\rho_2$

$$\begin{aligned} U\rho_2 &= \frac{1}{2} \text{Ln} \left[\frac{1+\rho}{1-\rho} \right] + \left[\frac{\rho}{2(n-1)} \right] \\ &= \frac{1}{2} \text{Ln} \left[\frac{1+0,3}{1-0,3} \right] + \left[\frac{0,3}{2(115.9836173 - 1)} \right] \\ &= 0.310823573 \end{aligned}$$

So,

$$n_2 = \frac{(Z_{1-\alpha}) + (Z_{1-\beta})^2}{(U\rho)^2} + 3$$

$$= \frac{(1.645)+(1.645)^2}{(0.310823573)^2} + 3$$

$$= 115.6185624 \approx 116$$

N1 and N2 produce the same result, which is 116, the minimum sample that will be used by the researcher is 116 respondents.

In this study, data collection was done by distributing questionnaires with questions answered using a Likert scale as an alternative answer with the following details:

Table 1. Alternative Answers

No	Alternative Answers	Value
1	Strongly Disagree	1
2	Disagree	2
3	Less disagree	3
4	Slightly agree	4
5	Agree	5
6	Strongly agree	6

Before processing the data results, a questionnaire was first tested on the results of 20 respondents through validity and reliability tests. Validity according to Sugiyono (2016:177) in Setiawan, Utari, & Hartati (2019:592) shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item.

By checking the validity of the questionnaire it is divided into 2 which have factor validity and item validity. Item validity shows by the existence of a correlation or support for the total item (total score). The calculation is done by correlating the items with the total factor score. The correlation coefficient is determined from the results of the correlation calculation and measures the effectiveness of the item to determine if the item is suitable for use. Correlation coefficient significance tests are typically performed at a significance level of 0.05 to determine if an item is being used. This means that it is considered valid if the items have a significant correlation with total points. The validity test was carried out on 20 respondents, so the summarized results can be shown in table 2 below:

Table 2. Validity Test

Items	R _{count}	R _{tabel 5%} (n=20)	Description
1	0.777	0.444	Valid
2	0.778	0.444	Valid
3	0.902	0.444	Valid
4	0.846	0.444	Valid
5	0.906	0.444	Valid
6	0.754	0.444	Valid
7	0.756	0.444	Valid
8	0.938	0.444	Valid
9	0.774	0.444	Valid
10	0.897	0.444	Valid

The result of validity test on 10 items (Tabel 2) shows that all items are valid. In validity test, valid means $R_{count} > R_{tabel}$. Researcher use 20 samples respondent to show the validity of questionnaire. In this case, 20 samples represents >100 respondents.

Reliability is the consistency of a series of measurements or a series of measuring instruments. This means that a reliable measurement will consistently measure, but not necessarily, what it is supposed to measure. In a study, reliability is the degree to which the study's measurements are consistent, even after repeated testing of the subject under the same conditions. Research is considered reliable when it provides consistent results for the same measure. Unreliable if repeated measurements give different results. The result of reliability test can be shown in Table 3

Table 3. Reliability test

Cronbach's Alpha	N of Items
.949	10

If the alpha value $> R_{tabel}$, this means that it is reliable enough (sufficient reliability). This shows that all items are reliable and all tests are consistently reliable. Based on the table above, it can be seen that the reliability of the information source variable is 0.855 and R_{tabel} is 0.444. Because it is greater than 0.444, the instrument is declared reliable or consistent.

A research definitely has a variable. This research use Brand Ambassador with five dimensions and indicators. The indicators are process into 10 questions on questionnaire. Both indicators has 2 questions on questionnaire.

Table 4. Variable, Dimensions, Indicators

Variable	Variable Concept	Dimensions	Indicator	Scale
Brand Ambassador	According to Lea-Greenwood, 2012:88 A brand ambassador is a tool used by companies to communicate and connect with the public, regarding how them actually enhances sales	Transference	A celebrity endorses a brand related to their profession	Likert 1 - 6
		Congruence	The suitability of the celebrity profession with the product brand it represents	Likert 1 - 6
		Credibility	The selected celebrity is a person who is reliable in his field	Likert 1 - 6
		Attractiveness	The celebrity chosen is an attractive individual figure	Likert 1 - 6
		Power	The selected celebrity has a strong charisma to influence consumers	Likert 1 - 6

From the indicators, we can turn into 10 questions, as shown in the table

Table 5. Indicators Variable

Indicator		
A celebrity endorses a brand related to their profession	Consumers feel that some celebrity skills may be 'contagious' if they buy and use the brand	Doctor Reisa made me interested in using Dettol
	Consumers feel that some of the celebrity's skills make the celebrity a credible source.	Doctor Reisa increases my trust in Dettol because it is regarded as credible source
The suitability of the celebrity profession with the product brand it represents	Celebrities has a professional fit with the brand	Doctor Reisa as Doctor makes me use Dettol
	Celebrities has an image congruence with that brand	The image of Doctor Reisa makes me use Dettol
The selected celebrity is a person who is reliable in his field	Celebrities is someone who is knowledgeable in the same field as the brand	Doctor Reisa who understands about health makes me use Dettol
	Celebrities have expertise in the same field as the brand	Doctor Reisa as an expert in the field of health made me use Dettol
The celebrity chosen is an attractive individual figure	Celebrities have attractive physical appearance and personality	Doctor Reisa's attractive appearance and personality made me use Dettol
	Celebrities have the same target audience	Doctor Reisa who is a woman, mother, and also a doctor makes me use Dettol
The selected celebrity has a strong charisma to influence consumers	Celebrities have the power to persuade consumers to consider products for consumption	Doctor Reisa's presence strengthened me to consider using Dettol
	Celebrities can get consumers to pay attention	The presence of Doctor Reisa made me pay more attention to Dettol than other brands

This research uses descriptive statistical analysis technique, according to Sugiyono (2014) is one method of analyzing data by describing the data that has been collected, without making conclusions that apply to the public. In this method, the researcher will only describe the figures from the processing of data instruments, so that the information conveyed will be easier to understand. This is because this method only functions in terms of data grouping, that is classifying variable data based on the group so that it is more organized and easy to interpret its meaning.

This analytical technique provides an initial description of each variable in the study. In the data description, each variable can be viewed from the mean (mean), maximum, minimum, and standard deviation values.. Usually, this analysis method will be

presented in the form of visual (bar charts, pie charts, polygons, ogive curves), table, frequency distribution, measures of central tendency (mean, median, mode), location measures (quartiles, deciles, percentiles), measures of data spread (standard deviation, mean deviation, quartile deviation, variance, range, and others). The researcher uses the type of data central tendency analysis in this study, that is the calculation of the average value (mean).

RESULTS AND DISCUSSION

In accordance with the predetermined sample, the researcher has collected data from 116 respondents. The data was taken with the following respondent criteria:

Table 6. Respondent Criteria Profile

Demographic Profile		Total (%) N = 116
Age	18 – 22	23%
	23 – 27	15,2%
	28 – 32	6,5%
	33 – 37	6,5%
	38 – 42	14,6%
	43 – 47	18,1%
	48 – 50	16,1%
Gender	Man	0%
	Woman	100%

This study has one primary data, namely a survey to consumers. Then, in this section the data of respondents who answered the questionnaire will be displayed, and they have been processed. Data processing is seen from the average value (mean) and standard deviation. The following is a summary of the results of descriptive data processing

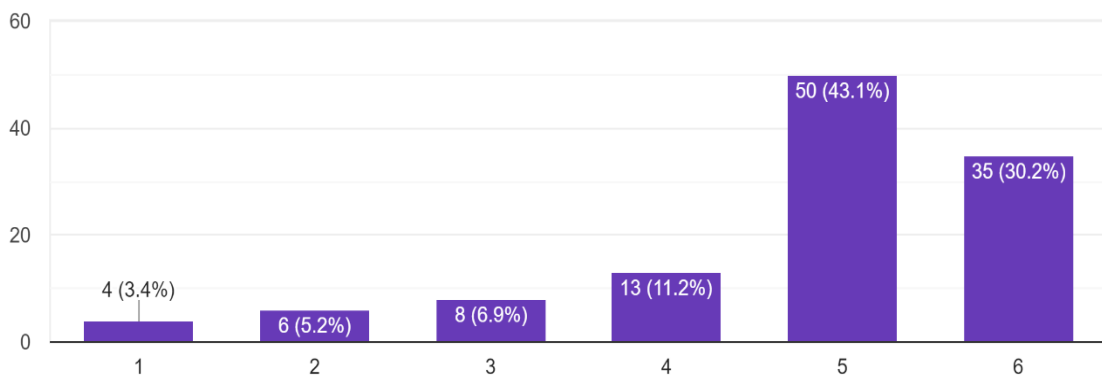
In this section, the search results are explained and a full discussion is given. The results can be presented in the form of figures, charts, tables and the like to make it easier for the reader to understand. Discussion can be done in several sub-chapters.

Table 7. Descriptive Analysis Data

	N	Minimum	Maximum	Mean	Std. Deviation
Doctor Reisa made me interested in using Dettol	116	1	6	4.72	1.289
Doctor Reisa increases my trust in Dettol because it is regarded as credible source	116	1	6	4.91	1.244
Doctor Reisa as Doctor makes me use Dettol	116	1	6	4.52	1.367

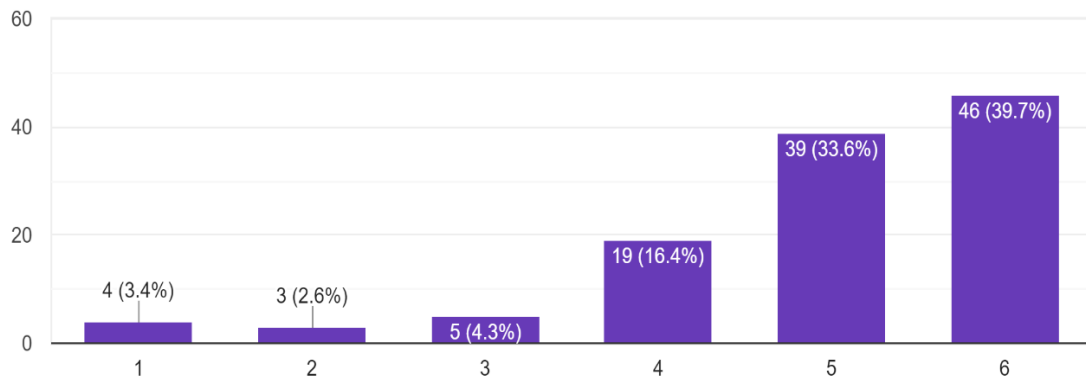
	N	Minimum	Maximum	Mean	Std. Deviation
The image of Doctor Reisa makes me use Dettol	116	1	6	4.53	1.386
Doctor Reisa who understands about health makes me use Dettol	116	1	6	4.76	1.323
Doctor Reisa as an expert in the field of health made me use Dettol	116	1	6	4.70	1.366
Doctor Reisa's attractive appearance and personality made me use Dettol	116	1	6	4.52	1.448
Doctor Reisa who is a woman, mother, and also a doctor makes me use Dettol	116	1	6	4.59	1.390
Doctor Reisa's presence strengthened me to consider using Dettol	116	1	6	4.65	1.372
The presence of Doctor Reisa made me pay more attention to Dettol than other brands	116	1	6	4.67	1.407

From the table above, we can conclude that Doctor Reisa made consumers use Dettol. Doctor Reisa, who is a mother and also a working mom, has a similar situation with the target consumer, which makes consumers interested in Dettol. It is concluded from $M = 4.72$, meaning that consumers tend to the Agree option. In this statement, there are 30.2% who choose Strongly Agree, 43.1% choose to Agree, 11.2% choose Slightly Agree, 6.9% who choose Less Disagree, 5.2% who choose Disagree, and 3.4% voted Strongly Disagree. In conclusion, consumers feel that some brand ambassadors may be 'contagious' if they buy and use Dettol.



Charts 1. The Result of Statement 1

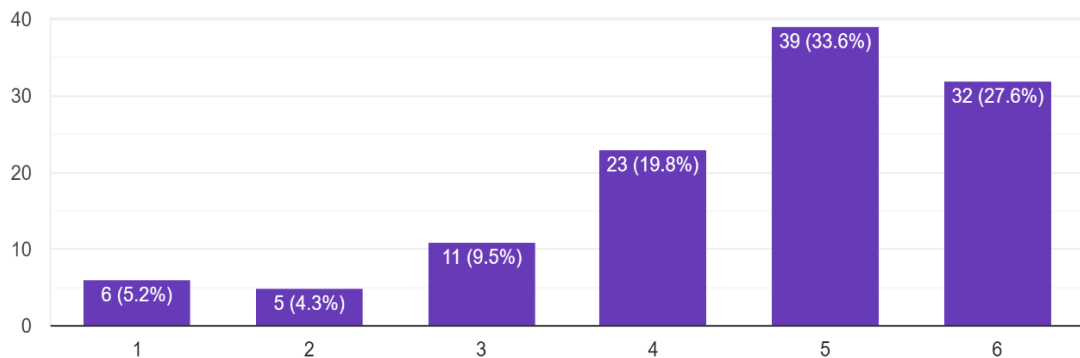
The second statement also concluded that Doctor Reisa increases customers' trust in Dettol because it is regarded as a credible source. Doctor Reisa is considered a credible figure because of his work in the health sector. This conclusion is drawn from average (M) = 4.91, which leads to the Agree option. In this statement, there are 39.7% choose Strongly Agree, 33,6% choose to Agree, 16,4% choose Slightly Agree, 4,3% choose Less Disagree, 2,6% choose to Disagree, dan 3,4% voted Strongly Disagree. Being a doctor and working mom makes the target market of Dettol relates. Those who choose less disagree, disagree, or strongly disagree, mostly age range 20 – 30. From this statement, we can conclude that consumers feel that some of the celebrity's skills make the celebrity a credible source.



Charts 2. The Result of Statement 2

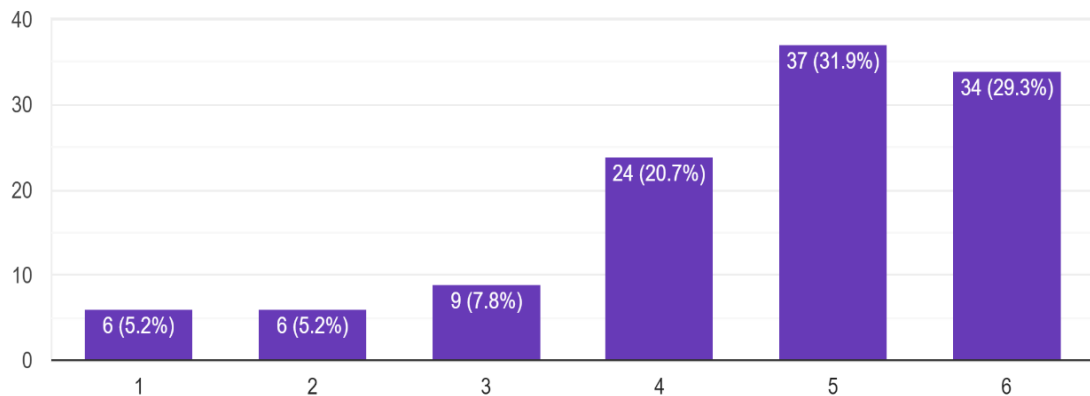
The third statement has an average (M) = 4.52, meaning that Doctor Reisa, who works as a doctor, attracts consumers to use Dettol. At 4.52 it tends to number 5, which means Agree. This conclusion is drawn from M = 4.91, which leads to the Agree option. In this statement, there are 27,6% who choose Strongly Agree, 33,6% choose Agree, 19,8% choose Slightly Agree, 9,5% choose Less Disagree, 4,3% choose Disagree, dan 5,2% voted

Strongly Disagree. From this statement, there is a conclusion that her profession as a doctor is in line with the brand's sector.



Charts 3. The result of Statement 3

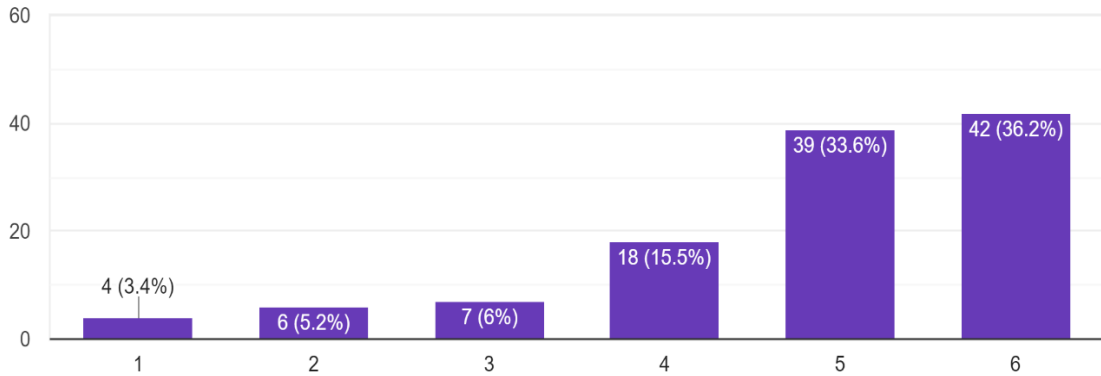
On the fourth statement, in which the image of Doctor Reisa makes consumers use Dettol, got average (M) = 4.53. This means consumers agree that the image Doctor Reisa makes consumers use Dettol. In this statement, there are 29,3% who choose Strongly Agree, 31,9% choose to Agree, 20,7% choose Slightly Agree, 7,8% choose Less Disagree, 5,2% choose to Disagree, dan 5,2% voted Strongly Disagree. From this survey, we can conclude that consumers also see the image of a brand ambassador because it represents a brand that too. Also, consumers can be attracted to the image of brand ambassador.



Charts 4. The Result of Statement 4

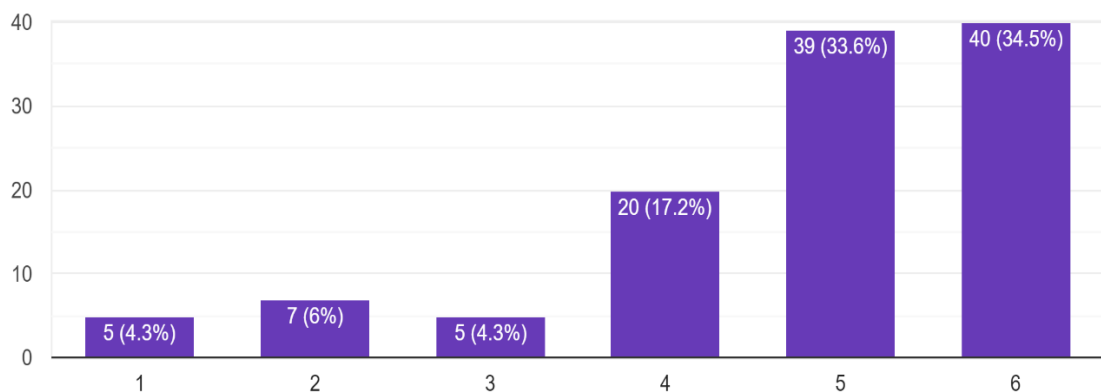
The result of the fifth statement also tends to number 5, which means Agree. Mostly, consumers agree that Doctor Reisa who understands health makes them use Dettol. Consumers feel that Doctor Reisa is a credible person because she understands health. The average of the answers is 4.76. In this statement, there are 29,3% who choose Strongly Agree, 31,9% choose to Agree, 20,7% choose Slightly Agree, 7,8% choose Less Disagree, 5,2% choose to Disagree, dan 5,2% voted Strongly Disagree. From this statement, we can

conclude that brand ambassador, who is knowledgeable in the same field as the brand, can strengthen their role as brand ambassador.



Charts 5. The Result of Statement 5

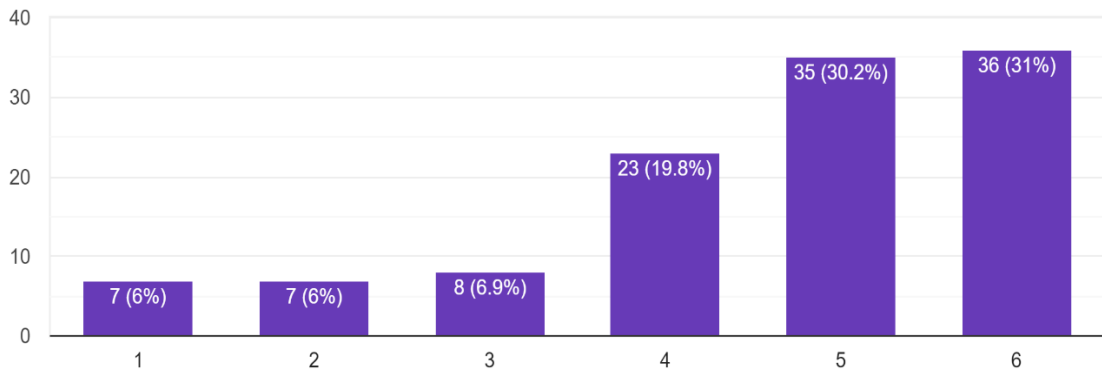
In the sixth statement, Doctor Reisa as an expert in the field of health made consumers use Dettol. The result of this statement tends to number 5, which means Agree. The average is 4.70, with 34.5% who choose Strongly Agree, 33,6% choose to Agree, 17,2% choose Slightly Agree, 4,3% choose Less Disagree, 6% choose to Disagree, dan 4,3% voted Strongly Disagree. As a doctor, Doctor Reisa can be called an expert. In conclusion, a brand ambassador who has expertise in the same field as the brand can strengthen their role as brand ambassador.



Charts 6. The Result of Statement 6

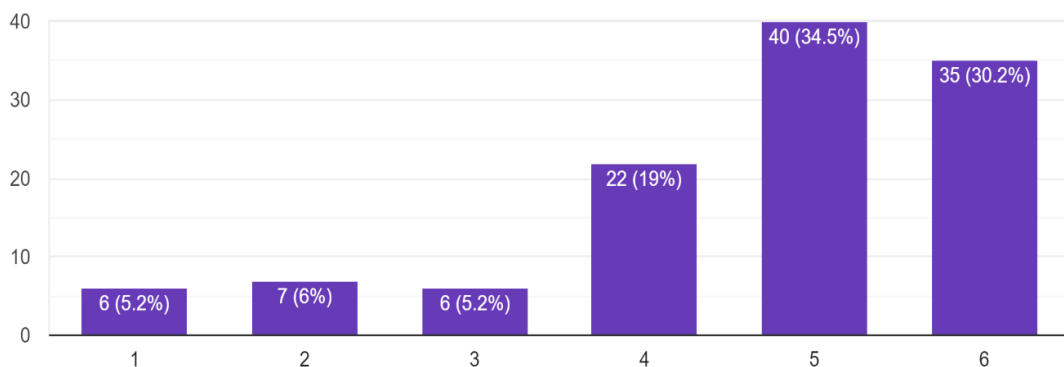
On the seventh statement, consumers agree that they attract to Doctor Reisa's appearance and personality and it made them use Dettol. In this statement, the average is 4.52, which tends to number 5, which means Agree. Doctor Reisa's appearance influenced her role as Dettol's Brand Ambassador, also influenced consumers to use Dettol. In this

statement, there are 29,3% who choose Strongly Agree, 31,9% choose to Agree, 20,7% choose Slightly Agree, 7,8% choose Less Disagree, 5,2% choose to Disagree, dan 5,2% voted Strongly Disagree. On a final note, appearance and personality can attract consumers. While a brand can create a brand persona, a brand ambassador makes it happen as a person. Consumers can see it through appearance and personality.



Charts 7. The Result of Statement 7

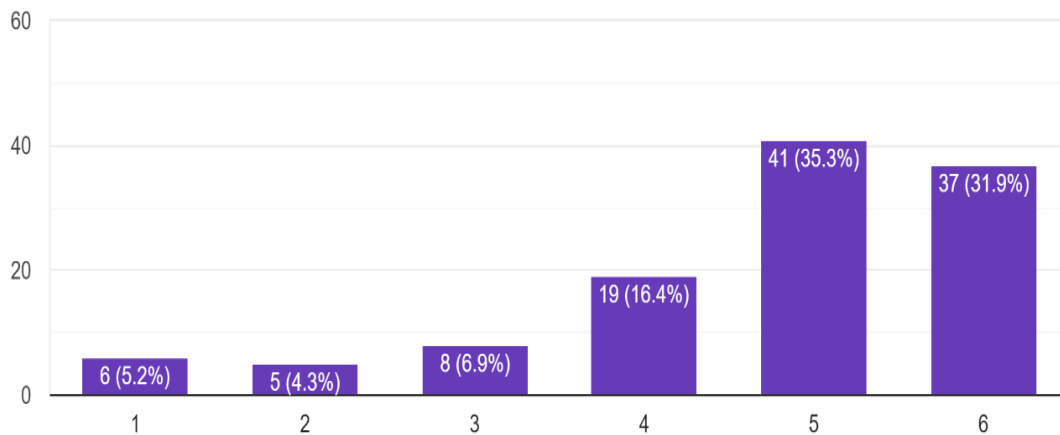
The average on statement eighth is 4.59, which tends to number 5. It means consumers agree that Doctor Reisa as a woman, mother, and also a doctor makes them use Dettol. Doctor Reisa as a working mom, made them feel related to Doctor Reisa. Also, her job is as a doctor, which means she understands the fields, health & hygiene. In this statement, there are 30,2% who choose Strongly Agree, 34,5% choose to Agree, 19% choose Slightly Agree, 5,2% choose Less Disagree, 6% choose to Disagree, dan 6% voted Strongly Disagree. Then, the conclusion is brand ambassador should have the same audience as the brand. As Dettol did, Doctor Reisa is a match representative for their brand. Because Doctor Reisa has an audience mostly a mom with kids, or woman that care about health & hygiene.



Charts 8. The Result of Statement 8

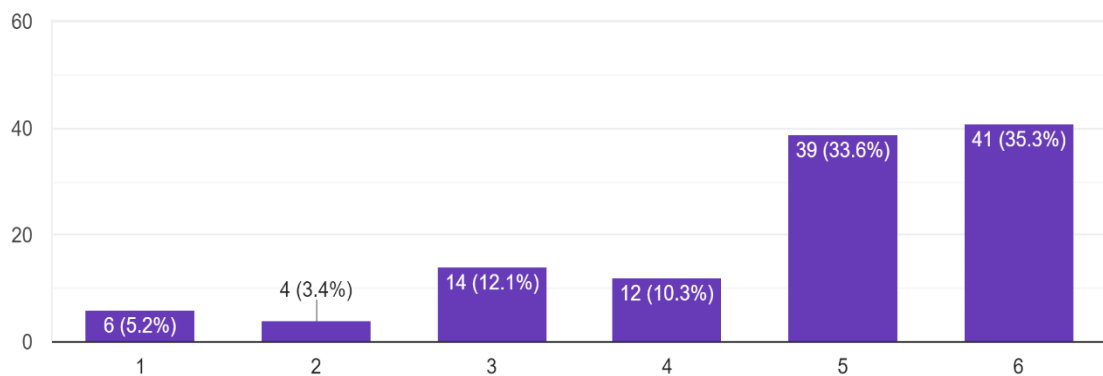
The ninth statement has $M = 4.65$, meaning that Doctor Reisa's presence strengthened consumers to consider using Dettol. The average (Mean) tends to be 5, which is Agree. They

agree that Doctor Reisa's presence is one of the factors they use Dettol. In this statement, there are 31,9% who choose Strongly Agree, 35,3% choose to Agree, 16,4% choose Slightly Agree, 6,9% choose Less Disagree, 4,3% choose to Disagree, dan 5,2% voted Strongly Disagree. Therefore, we can conclude that brand ambassadors have the power to persuade consumers to consider products for consumption.



Charts 9. The Result of Statement 9

In the last statement, the presence of Doctor Reisa made consumers pay more attention to Dettol than other brands. The average of this statement is 4.67, which tends to number 5. Which is, the result of this statement is Agree. Consumers agree that the presence of Doctor Reisa made them pay more attention to Dettol than other brands. This action will make them choose Dettol over other brands. In this statement, there are 35,3% who choose Strongly Agree, 33,6% choose Agree, 10,3% choose Slightly Agree, 12,1% choose Less Disagree, 3,4% choose Disagree, dan 5,2% voted Strongly Disagree. In conclusion, a brand ambassador can get consumers to pay attention more than other brands. All eyes will stay with the brand instead of other brands.



Charts 10. The Result of Statement 10

From this survey, researcher will propose a strategy following the results of the research above. The result of this research is Doctor Reisa is effective and helps a lot in becoming a brand ambassador. Therefore, Dettol can add another brand ambassador that has a different role as Doctor Reisa. This strategy will be complete to attract consumers from many target segmentation. As Dettol has many category products and also has a different target market, Dettol could have to use the same strategy as Doctor Reisa's role as brand ambassador. Different audiences may require different messages.

The second strategy is Dettol can improve the role of brand ambassador. In this pandemic era, Dettol has the most powerful momentum to up selling sales. To keep up, Dettol can use communication marketing strategy. Therefore, Dettol can use the big momentum to do a campaign with their brand ambassador. Instead of campaigns, Dettol also can make pricing strategy. For example, make a huge sale to reach many segment or have a safety kit travel for people who still have to leave the house to work.

CONCLUSION

Social influence can come from anywhere, especially trendsetters. Every segmentation has its trendsetter. This research analysis of Doctor Reisa's role as a brand ambassador for Dettol has targeted a mother with kids that mostly have a job. A mother who has both will feel related to Doctor Reisa that has the same role. Therefore, Doctor Reisa has a lot of roles to be a brand ambassador of Dettol.

There are some roles that effected consumer behavior, such as Doctor Reisa made consumers use Dettol; Doctor Reisa increases customers' trust in Dettol; Doctor Reisa as Doctor makes consumers use Dettol; the image of Doctor Reisa makes consumers use Dettol; Doctor Reisa who understands health makes them use Dettol; Doctor Reisa as an expert in

the field of health made consumers use Dettol; Doctor Reisa's appearance and personality that made them use Dettol; Doctor Reisa as a woman, mother, and also a doctor makes them use Dettol; that Doctor Reisa's presence strengthened consumers to consider using Dettol; and the presence of Doctor Reisa made consumers pay more attention to Dettol than other brands. Those 10 points of Doctor Reisa's role as a brand ambassador of Dettol are based on consumers. They agree that Doctor Reisa has those 10 points and has done it very well.

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